Marketing & Communication Networks

The Marketing & Communication Networks Research Group addresses developments with several current issues: digital marketing, business-to-business marketing, marketing communications, social networks. These topics are completed by a transversal theme: ethics. Some elements are more specific, like research on aeronautics marketing, on services marketing, on brands in a business-to-business context, on innovation or on complex networks. Questions on marketing communications are covered in particular, especially the effect of the Internet (web sites, blogs, social networks) on brand and company communication, lobbying or corporate communication.

The group hosts several PhD students who work on marketing and marketing communications topics. Marketing & Communication Networks’s researchers publish books and scientific articles regularly in these areas, and they participate in international conferences in marketing research.

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Research areas

Marketing
BtoB branding, business marketing, marketing of services, aeronautics marketing, innovation, networks and alliances.

e-Marketing
Virtual communities, communities of practice, social networks, e-advertising, e-reputation, e-commerce

Marketing Communications
Event-based communication, internal communication, corporate communication, communication and CSR, lobbying, services communication, advertising creation
Ethics
Corporate responsibility, responsible communication, Crisis management and communication.

Members

Dr Ioannis ASSIOURAS: Crisis Management, Branding, Corporate Social Responsibility, Tourism Marketing.

Christophe BENAROYA (PhD candidate): BtoB marketing, project marketing, brand strategies.

Dr Stéphane BERNARD: Marketing research, marketing communication, communication and corporate social responsibility.

Dr Jean-Marc DECAUDIN (Accredited to Supervise Research): Marketing and communication of services, communication marketing, internal communication.


Dr Victor DOS SANTOS PAULINO: Economics and geopolitics of the aerospace sector, innovation and change management.

Dr Brigitte GAY: Complex networks and alliances in the high-tech companies.

Dr Antonio HYDER: On-line consumer behaviour, innovation, e-tourism marketing.

Dr Philippe MALAVAL (Accredited to Supervise Research): BtoB marketing, aeronautics marketing, brands, marketing communication, lobbying strategies.

Affiliated members

Elisabeth BERTRAND-DAUSSET: Marketing, communication

Alain FAIVRE-DUPAIGRE: Marketing, tourism

Dr Gérard LAMARI: Information management, data mining

PhD

Marwan AZOURI (PhD candidate): E-marketing

Céline FUEYO (PhD candidate) e-communication and e-reputation
Key publications

- **Academic journal papers**


- **Chapters in book**


- **Research books**


- Text books


DECAUDIN, Jean-Marc et DIGOUT, Jacques (2011) "e-Publicité, les fondamentaux", Dunod, pp 448, juillet.